

I.2 Education

1.2.1 Introduction

The overall mission of the Urban Runoff Management Program is to:

“Protect and improve water quality of rivers, bays and the ocean for the citizens of San Diego and future generations by eliminating and reducing pollutants in urban runoff and storm water in an efficient, effective and professional manner as part of a high-performing team through public education, employee training, watershed collaboration, field testing, investigations, enforcement, regional programs and coordination.” The City of San Diego has the added goal of reducing beach closures by 50 percent in four years.

Achieving meaningful and measurable advances in this storm water pollution prevention effort will require understanding and cooperation from a host of groups throughout the San Diego community. Clearly, education and outreach will be a cornerstone of that effort. Information will range from the very technical to simplistic. Audiences will range from those whose main interest will relate to their everyday lifestyles and activities, to those who manage large facilities in need of operational changes. Given this range of interests and audiences, and limited resources to carry out an outreach and education program, it is essential that the City strategically set out the method by which a comprehensive, systematic, targeted and sustained education program will evolve and move forward.

The Municipal Permit also recognizes this fact and mandates that each copermitttee develop and implement a five-year public outreach and education program. Each copermitttee is then required to demonstrate a measurable increase in target audience knowledge of the storm water conveyance system(s), and a measurable change in the behavior of the target audiences regarding storm water pollution.

In that regard, the City has developed a five-year strategic public information and outreach plan that brings together a host of tools, tactics and activities with the overall goal of increasing the knowledge and decreasing the polluting behaviors of target audiences.

The education requirements within the Municipal Permit are as described in Table 1.2-1.

Table 1.2-1. Permit Requirements – Education.

Chapter/Section	Requirement (Summary)	Permit Section
Chapter 3	Conduct Education Efforts Focused on New Development and Redevelopment	F.1.d.
Chapter 3	Education focused on Construction Activities	F.2.j.
1.2.3 Chapter 1,2 & 3	All Target Communities	F.4.a.
1.2.3	Municipal, Construction, Industrial, Commercial, and Quasi-	F.4.b.

Chapter/Section	Requirement (Summary)	Permit Section
Chapter 1,2 & 3	Governmental Communities	
1.2.3 Chapter 1 & 2	Residential, General Public, School Children Communities	F.4.c.
1.2.6	Develop a budget for storm water expenditures for each fiscal year covered by the Municipal Permit	F.8
1.2.7	Document activities for Urban Runoff Management Program Annual Report	I

1.2.2 Public Education Goals and Objectives

Successful education and outreach programs are founded on a carefully aligned set of communication goals that complement one another and yet recognize the varied audiences, tools and techniques that must be considered and involved in order to achieve meaningful communications and ultimately, the program mission.

Specific goals and objectives identified by the City of San Diego for its storm water pollution prevention communications efforts include:

- Supporting the overall mission and objectives of the City of San Diego's Storm Water Prevention Program and this Urban Runoff Management Plan to *"increase the knowledge and reduce the polluting behaviors of target audiences."*
- Establishing the City of San Diego as credible, first source of storm water pollution program information to City and regional media,
- Identifying diverse audiences and carefully targeting sustained communications accordingly,
- Ensuring distribution of clear, concise and consistent information to target audiences,
- Fostering cooperative approaches with copermittees that ensure widespread distribution of consistent information,
- Cultivating an employee base that is knowledgeable about storm water pollution prevention issues and techniques, thereby changing city activities accordingly and also carrying pollution prevention messages throughout the community,
- Demonstrating a measurable increase in target audience knowledge of the storm water conveyance system(s), and a measurable change in the behavior of the target audiences regarding storm water pollution, and
- Fostering widespread, comprehensive and long-term school-age education programming related to storm water pollution prevention

1.2.3 Audiences/Stakeholders

The City of San Diego intends to demonstrate a “measurable increase in the knowledge in the target audiences (identified in the Order 2001-01) of the storm water conveyance system(s) and a measurable change in the behavior of the target audiences with regard to storm water pollution.” The target communities are broadly grouped into two categories as follows:

- Internal:
 - City Staff
 - Quasi Governmental Agencies/Districts conducting official City business (i.e. Planning Groups, Town Councils, and advisory panels, etc.)
- External:
 - Construction Site Owners and Developers
 - Industrial Owners and Operators
 - Commercial Owners and Operators
 - Residential Community, General Public and School Children

For purposes of this plan, the City of San Diego has further broken down target audiences under “Residential Community, General Public and School Children” to initially include:

- Local Community Based Interest Groups
- Organizations associated with tourism and transportation
- Homeowners Associations
- Print and Broadcast Media
- Ethnic Organizations
- Higher Education Institutions and School Districts
- Local Youth Groups and Leagues
- Local Private Schools
- Civic and Social Organizations (Rotary, Lions, etc.)
- Seniors Centers and Organizations

To ensure a coordinated and comprehensive approach to adequately reaching target audiences over the course of the Five-Year Plan, a number of simultaneous efforts will be undertaken by the City of San Diego. Table 1.2-2 (below) identifies the many City departments that will undertake educational outreach programs and provides reference locations to find detailed audience breakouts in each area.

Table 1.2-2. Department Participation in Educational Outreach.

<i>Program Component</i>	<i>City of San Diego Department(s) Involved</i>
Program Framework	
Public Participation	General Services
Education	General Services Real Estate Assets Environmental Services Park & Recreation Metropolitan Wastewater Development Services Water Planning & Land Development
Enforcement of Storm Water Ordinance	General Services
Water Quality Monitoring	General Services
Inventories	General Services
Watershed Planning	General Services Water
Program Assessment	General Services
Fiscal Analysis	General Services Financial Management
Municipal Facilities	
Airports	Real Estate Assets
Buildings	General Services
Household Hazardous Waste Collection	Environmental Services
Landfills	Environmental Services
Landscape and Recreational Facilities	Park & Recreation
Wastewater Operations	Metropolitan Wastewater
Parking Facilities	All
Stadium	Special Projects
Storm Water Conveyance	Transportation
Streets	Transportation
Vehicle Maintenance Materials Storage Facilities	General Services
Water Systems	Water
Planning and Development	
Land-Use Planning	Planning & Development Review
Development Review and Permitting	General Services Development Services
Construction Contracts	Engineering & Capital Projects Metropolitan Wastewater Water

Program Component	City of San Diego Department(s) Involved
Best Management Practices	
Integrated Pest Management	General Services Environmental Services Park & Recreation
CIP Project Planning & Design	Engineering & Capital Projects Metropolitan Wastewater Water Park & Recreation
Municipal Wastewater	Metropolitan Wastewater
City-Owned Leased Properties	Real Estate Assets
Non-Emergency Fire Fighting	Fire & Life Safety
Industrial Uses	General Services Metropolitan Wastewater Water Environmental Services
Commercial Uses	General Services Metropolitan Wastewater Environmental Services
Residential Uses	General Services

(See “Appendix – Contacts” for department contact information.)

1.2.4 Message Strategy

The main goal of this education and outreach section is to capture audience attention, impart messages that are understood and retained, and ultimately prompt behavioral changes. Establishing key messages – or succinct, attention grabbing, easily understandable and motivational information – is crucial to program success.

As shown below, some information areas are specified in the Municipal Permit (though not all pertain to all target audiences). It is important to note, however, that successful communication campaigns begin with key, core messages, which are then given time to become “common knowledge” with target audiences, after which new information is added, building to the list of key messages. All messages are not thrown into the public arena simultaneously where confusion and therefore, lack of attention, will result. This strategic, stepped message approach will be particularly important under this Plan, given the extensive information required to be covered over time and the eventual need to move to watershed-specific tools and messages.

Information and Audiences

The City has identified a general list of information/content to be communicated to the internal and external audiences and stakeholders identified and broadly defined in Table 1.2-3, below. As mentioned earlier, the City will begin with broad messages and provide

specific information to each audience as to how to best apply the pollution prevention behavior to their activities. The more specific behaviors and information listed below, will be selected and utilized in tandem with, and as appropriate for, the City and copermitttee watershed directed strategies.

Table 1.2-3. General Information/Content and Audience Recipients.

General Information & Audience Recipients	Municipal Departments and Personnel	Construction Site Owners and Developers	Industrial Owners and Operators	Commercial Owners and Operators	Residential Community, General Public and School Children	Quasi Governmental Agencies/ Districts
State and Federal water quality laws	X	X	X	X	X	X
Requirements of local municipal permits and ordinances (e.g. storm water and grading ordinances and permits)	X	X	X	X	X	X
Required Information and Audience Recipients (Continued)	Municipal Departments and Personnel	Construction Site Owners and Developers	Industrial Owners and Operators	Commercial Owners and Operators	Residential Community, General Public and School Children	Quasi Governmental Agencies/ Districts
Impacts of urban runoff on receiving waters	X	X	X	X	X	X
Watershed concepts (i.e. stewardship, connection between inland activities and coastal problems, etc.)	X	X	X	X	X	X
Distinction between MS4s and sanitary sewers	X	X	X	X	X	X
Pollution prevention and safe alternatives	X	X	X	X	X	X
Household hazardous waste collection	X				X	
Recycling	X	X	X	X	X	X
Best Management Practices (BMP): Site specific, structural and source control	X	X	X	X	X	X
BMP maintenance	X	X	X	X	X	X
Non-storm water disposal alternatives (e.g. all wash waters)	X	X	X	X	X	X
Pet and animal waste disposal	X	X	X	X	X	X
Proper solid waste disposal (e.g. garbage, tires, appliances, furniture, vehicles)	X	X	X	X	X	X
Equipment and vehicle maintenance and repair	X	X	X	X	X	X
Public reporting mechanisms	X	X	X	X	X	X
Green waste disposal	X	X	X	X	X	X
Integrated pest management	X	X	X	X	X	X
Native vegetation	X	X	X	X		X
Proper disposal of boat and recreational vehicle waste	X	X	X	X		X
Traffic reduction, alternative fuel use	X	X	X	X	X	X
Water conservation	X	X	X	X	X	X
Basic urban runoff training for all personnel	X	X	X	X		X

City of San Diego
Storm Water Pollution Prevention Program
Urban Runoff Management Program
Chapter 1—Program Framework

General Information & Audience Recipients	Municipal Departments and Personnel	Construction Site Owners and Developers	Industrial Owners and Operators	Commercial Owners and Operators	Residential Community, General Public and School Children	Quasi Governmental Agencies/Districts
Additional urban runoff training for appropriate personnel	X	X	X	X		X
Illicit Discharge Detection and Elimination observations and follow-up during daily work activities	X	X	X	X		X
Lawful disposal of catchbasin and other MS4 cleanout wastes	X	X	X	X		X
Water quality awareness for Emergency/First Responders	X	X	X	X		X
California's Statewide General NPDES Permit for Storm Water Discharges Associated with Industrial Activities (except Construction)	X	X	X	X		X
California's Statewide General NPDES Permit for Storm Water Discharges Associated with Construction Activities	X	X	X	X		X
SDRWQCB's General NPDES Permit for Groundwater Dewatering	X	X	X	X		X
401 Water Quality Certification by the SDRWQCB	X	X	X	X		X
Statewide General NPDES Utility Vault Permit (NPDES No. CAG990002)	X	X	X	X		X
SDRWQCB Waste Discharge Requirements for Dredging Activities	X	X	X	X		X
Local requirements beyond statewide general permits	X	X	X	X		X
Federal, state and local water quality regulations that affect development projects	X	X	X	X		X
Water quality impacts associated with land development	X	X	X	X		X
Alternative materials & designs to maintain peak runoff values	X	X	X	X		X
How to conduct a storm water inspection	X	X	X	X		X
potable water discharges to the MS4	X	X	X	X		X
Dechlorination techniques	X	X	X	X	X	X
Hydrostatic testing	X	X	X	X		X
Spill response, containment & recovery	X	X	X	X		X
Preventive maintenance	X	X	X	X		X
How to do your job and protect water quality	X	X	X	X		X
Public reporting information resources					X	
Residential and charity car-washing					X	
Community activities					X	

City of San Diego Demographic Make-up

Like the State of California, the City of San Diego is richly diverse – with diverse backgrounds, attitudes and interests that must be considered in tailoring outreach and education programs. According to the 2000 Census, San Diego’s African-American population is made up of 92,830 residents, or 7.6% of the City’s population. Asian-Americans and Pacific Islanders consist of 170,206 residents, which is 13.9% of the population. Hispanic residents are the largest minority group with 310,752 residents, 25.4% of the population. Caucasian residents comprise 603,892 residents, or 49.4% of the population. The remaining 45,720 people are of various ethnicities such as American Indian and Middle Eastern. The total population of the City of San Diego is 1,223,400 residents. The average income of residents is \$45,041, which is down slightly when compared in constant dollars in past years. The average age of the following ethnic groups are: African-Americans 28.5, Asian-Americans 31.5, Hispanic 25.4, White 38.4, Other 30.6, overall 33.7. The industries with the largest employment are: manufacturing 12%, wholesale trade 15%, government 20%, and services 31%.

City of San Diego 2001 Survey

Given this broad diversity, and the need to better define key message areas and determine those to launch early in the communications program, in July 2001 the City of San Diego conducted a population representative telephone survey of 443 residents to provide a baseline measure of awareness, attitudes, and behaviors relative to storm water pollution (log on to www.Thinkbluesd.org in the Literature section for the “Survey of City Residents”). While the survey focused on residents, it was conducted during the evening hours and on weekends to “ensure that working people were adequately represented,” thus giving a broader view of behaviors and perceptions within the City. The survey covered:

- Possession of selected sources of pollution,
- Vehicle issues (washing, oil changing, radiator draining),
- Garden issues (green waste disposal, watering, use of pesticides, herbicides or fungicides,
- Dog issues (dog walking cleanup, yard cleaning),
- Recreational Vehicle Uses (use of formal waste stations, use of hoses, vehicle washing at waste stations),
- Cooking issues,
- Painting issues,
- Sewer issues (blockages, line cleaning),
- Litter issues,
- Beach issues (frequency of visitation, bird feeding, using the water rather than finding a restroom, beach closures),
- Storm drains,

- “Think Blue” slogan (meaning, reactions), and
- Information sources.

Among key survey findings are:

- Respondents rank pollution of the ocean, bays and beaches as the most important issue facing the City of San Diego (of the issues presented).
- While pollution of oceans, bays and beaches is an important issue to respondents, relatively few people know three critical facts about this type of pollution:
 - it occurs because storm water flows to waterways,
 - it is particularly acute because storm water is not treated, and
 - most beach contamination is caused by urban runoff rather than by sewage spills.”
- There are a number of things San Diegans are doing that are harmful to the ocean, bays and beaches, yet residents do not see a clear connection between their actions and storm water pollution.
- Based on success of previous public education efforts (for example, used motor oil recycling efforts), where there have been concerted efforts to encourage behavior changes, they appear to have worked.
- Of the behaviors included in the survey, those having the greatest potential to contribute to storm water pollution, based on survey results include:
 - Failing always to pick up dog droppings while walking or
 - Failing to regularly clean up dog droppings in the yard
 - Failing to use formal waste stations for recreational vehicle waste
 - Failing to use the waste station in a correct manner
 - Cleaning painting tools in an inappropriate location
 - Disposing of paint improperly
 - Disposing of cooking grease improperly
 - Failure to clean sewer lines between homes and the street on a regular basis
 - Littering
 - Feeding birds at the beach
 - Using the water rather than a restroom at the beach

Initial Program Messages

Based on information gleaned from the telephone survey, and the need to narrow key messages early in the communications program, the City of San Diego will focus on the following during the first year of outreach:

General Awareness – Bringing attention to the Stormwater Pollution Prevention generally, and providing information about specific, common behaviors that can change in order to achieve measurable storm water pollution prevention. During the first year of outreach these will include:

Automotive Pollution

- Leak prevention and proper disposal of automobile fluids
- Spill cleanup
- Disposal of Automotive Fluids
- Automobile washing
- Alternative transportation and carpooling

Bacteria

- Pet waste and proper cleanup
- Sewer lateral maintenance
- Sewer spill reporting hotline
- Recreational Vehicle sewage disposal

General litter and pollutants

- Cleanup methods for outdoor spills
- Prevention of runoff to storm drains
- Project material storage
- Cleanup methods after improvement projects

One already-developed and implemented campaign message includes:

The 3 C's:

Control: Locate the nearest storm drain(s) and take measures to ensure nothing will enter or discharge into them. This may require sweeping-up and placing debris and sediment in the trashcan.

Contain: Isolate potential flow or discharge from leaving the area.

Capture: If there is sediment, sweep it up. If there is liquid, absorb it or vacuum it up with a wet-vac.

Beach pollution – One of the top ten goals of the City of San Diego's elective leadership is to "Cleanup our Beaches and Bays." The Mayor and City Council have committed to reduce beach posting and closure days by 50% by 2004. An initial key message will focus on the fact that the largest cause of beach contamination is the result of what residents do every day at home and at work.

Tailoring Core Messages

While key/core program messages will remain consistent throughout all communication vehicles, they will necessarily be tailored for individual target audiences. So, for example, an overall storm drain message will be to “identify and isolate potential flows to a storm drain.” However, the message will be refined for homeowners to talk about typical “potential flows” around the house. For the business community, the message will focus on typical commercial/industrial activities that result in potential flow to storm drains.

1.2.5 Education/Outreach Strategies and Tactics

Just as audiences vary in interests and behaviors, the types of communications tools and message vehicles that will successfully reach those audiences must be similarly varied. Further, to achieve behavior changes through key messages, those messages must be repeated in a variety of forms over an extended period. So, for example, a homeowner might read about storm water pollution prevention measures in the paper, later hear about it in a radio advertisement, then see a brochure displayed at a community event, and help her child with a pollution prevention homework assignment that night – all increasingly the likelihood of message retention and behavior changes.

The following generally describes communication and training tools available to the City of San Diego Storm Water Program. While the City is developing some of these independently, the City will also explore options of conducting the efforts in partnership with other copermittees as appropriate.

Internal Education/Outreach

Any widespread communication effort should start in-house. In the case of storm water pollution prevention, internal efforts will include a combination of training – both general training for all employees and activity-oriented training and education for those employees whose day-to-day activities will support prevention efforts. Tools available include:

Training Videos – Videos provide the opportunity to reach large groups of employees at convenient times, and provide basic information related to storm water pollution prevention, the objectives of the City’s and actions that all employees can undertake. Videos can also be a precursor to more detailed, activity-specific training. Some training videos are already in development for the Storm Water Program.

Training Workshops – Workshops can range from the very general – providing basic information like that mentioned above under “Training Videos,” while also allowing for interaction with workshop participants – to the activity specific

bringing pertinent information specially tailored for workshop attendees and their areas of responsibility. City workshops are currently in development.

Activity-Specific BMP Training – City Department's that perform storm water-related activities will receive a variety of comprehensive training in a variety of formats tailored to fit their staff needs. Examples of activities that will be seen in specific department sections include:

- Tail gate sessions
- Field demonstrations
- Classroom Computer Simulation
- Information Exchange through collateral materials such as reference binders, posters, work station Storm Water Bulletin Boards, etc.

Internal Newsletter – A significant amount of useful information will be developed for the Storm Water Program. Development of a storm water program-specific internal newsletter may be a useful and economical means of bringing new information to employees. And information developed for the newsletter can then be used as a basis for additional collateral materials, or vice versa.

Departmental Flyers – Post quick, bulleted storm water messages in key employee areas can offer a useful means of getting up-to-the minute information to employees. Employee gathering areas should be identified and targeted for these postings.

BMP Manuals – Some City activities will require extremely detailed training information covering procedural changes. Activity specific "How To" guides will be useful in the circumstances.

Novelty Items – Numerous low-cost tools are available to keep the storm water pollution prevention program before employees. "Think Blue" bumper stickers for City vehicles can be made available for personal employee vehicles, and would serve as a constant reminder and demonstrate the City's commitment to the program. Bulletin-like paycheck stuffers with "update" information would also bring updates on the progress of the program.

Note: As mentioned previously, numerous City programs will include storm water education and training efforts specific to their area(s) of responsibility (see specific URMP Sections for details).

External Community Outreach and Education Tools

Program Slogan – The City of San Diego's Think Blue campaign will be the primary vehicle to reach the general public with pollution prevention messages and appropriate Storm Water Best Management Practices for specific areas. Launched in conjunction with KGTV-10 television in September 1999, Think Blue

was successful in bringing storm drain pollution as a credible and important quality of life issue to the attention of the general public.

Based on the City's July 2000 telephone survey, it appears the City's "Think Blue" slogan is well recognized, well received, and generally understood. Given the variety and scope of communication that will go out throughout the community about the Storm Water Program, this slogan and logo, when used consistently across all communications tools, will help quickly identify communication as dealing with storm water pollution prevention.

Due to the large Spanish speaking population, the Think Blue brochure is also available in Spanish as well as English.

Advertising – Focused message campaigns, and particularly those that are aimed at prompting behavior, are very well suited for advertising. While sometimes costly, well-placed advertising will be a crucial part of the Storm Water Program's outreach and education efforts. Advertising methods can include:

- newspaper space such as small ads or full-page messages
- billboard space
- advertisements in special brochures (such as those supporting tourism)
- purchasing radio drive-time
- purchasing air time on local network and cable stations
- free time from cable, radio, TV network during prime time

A main communication effort during the first year of outreach will involve a combination of paid and free broadcast advertising.

Displays/Kiosks – Displays and information booths offer a low-cost means of providing information on a broad basis. Once developed, these displays can be used in a variety of venues – airports, civic buildings, museums, shopping malls and other high traffic arenas to share information and ideas related to the Program.

Special Newspaper Inserts – Newspapers clearly offer a relatively low cost means of reaching a mass group of people in the San Diego region. Many newspapers offer the opportunity to sponsor a special newspaper insert which, in this case, would be devoted to Storm Water Pollution Prevention. Typically, extra copies of the insert can be purchased for later distribution.

Watershed Signs – A main focus of the Storm Water Program is to educate the community about water issues. A simple and inexpensive start is to post signs alerting travelers that they are entering an important watershed area.

Hotlines –People are increasingly turning to technology for quick, accurate information. Telephone hotlines, that can be easily and inexpensively changed, and that allow interaction through voice messaging, offer excellent means of providing information. Hotlines can be either personally manned, or can be set

up with recorded messages and choices of information (for example, “To learn things you can do at home, press 1 . . .”), though it’s crucial that someone routinely check messages and respond quickly.

The City has already partnered with the County of San Diego as part of the Think Blue program to host the Countywide “Think Blue” hotline with an easy to remember phone number of 888-THINK BLue. To facilitate public reporting of illegal discharges, the Storm Water Pollution Prevention Program will continue the City of San Diego storm water complaint hotline (619-533-3793).

Public Access Channels – The advent of cable television has brought a host of new communication opportunities. The City is already working with the cable news program “City View” to provide storm water pollution-specific programming. The City is also working with “City Magazine” to schedule pertinent interviews with officials. A storm water video – initially developed for employee training – will also be offered to cable stations, offering everyday storm water pollution aversion choices for residents, and additional cable opportunities will continue to be explored.

Special Events – Special events offer a host of benefits. They are generally attractive to the media, they offer public settings to local and regional officials and legislators, they can accommodate large numbers, and they can vary in cost and expanse depending upon program needs and budgets. The City of San Diego is home to numerous, already-established events, such as community fairs. The Storm Water Program can become involved with and support these programs in order to spread its key messages.

There may also be appropriate occasions for the program to sponsor its own events to provide updates on the success of the program; Community Clean-up Days; Toxic Collection Events and more. The Storm Water Program is currently in the initial stages of developing an “Urban Runoff” 5K race to be held in the fall – offering the opportunity to attract media attention which will in turn provide opportunities to share key messages.

Internet/ WEB page- The City of San Diego has an established website- Thinkbluesd.org, which is a source of information for residents and business alike. The site has a literature page, where the program’s brochures will be posted and available to visitors in PDF format. This will become an essential tool to disseminate BMP information to business and industry located in the City of San Diego. In addition to the literature section, an educational resources link that connects users to storm water and watershed educational resources available from other institutions will also be available. Visitors to the Thinkbluesd.org site will also be able to view storm water television commercials and the City’s general storm water training video.

Volunteerism- Volunteer opportunities are abundantly available for all citizens. By supporting volunteer efforts of employees associated with the Storm Water

Program, the City is not only showing support of vital organizations and events, but also helping to establish an identity for the Program.

Speakers Bureau – A variety of civic, volunteer, business groups and others hold periodic meetings which spotlight invited speakers. The City can develop presentation materials, train key speakers, and work to get speakers on the agendas of these groups – significantly helping to expand the Storm Water Program’s key messages and building a coalition of supporters.

Special Occasion Speeches – The City of San Diego is host to a variety of community events throughout the year at which City leaders are asked to take part. Such events offer a prime example to include remarks about the City’s Storm Water Program and achievements to date.

VIP Visits – The City of San Diego also routinely hosts guests and dignitaries from throughout the nation and world. As national leaders are scheduled to visit the City (like EPA representatives, administrative officials, etc.) their staffs may be receptive to including remarks that refer to, and therefore highlight, the Storm Water Program.

Community Ambassadors – As noted previously, there are numerous groups and individuals that the Storm Water Program will attempt to reach. Some efforts will be formalized, others will be less structured. By training designated City employees to work as Storm Water Program Ambassadors, a team of individuals will be available to attend homeowner meetings, participate in special events on the beach, man booths and community malls, etc. – allowing them to both share information about the Program as well as obtain feedback from interested citizens.

Special Campaigns Unlike special events, campaigns are considered more long-term – like the Think Blue campaign. As Think Blue messages become “common knowledge” in the community, the Storm Water Program may consider launching additional campaigns – such as an “Adopt a Storm Drain and Gutter” Program.

Direct Mail to Target Audiences- The opportunity to create direct mail pieces to specific audiences with tailored messages and specific Storm Water Best Management Practices exists and will be a tool employed by the City. Potential audiences include: businesses located on City owned and leased properties, tenant associations, Home Owner Associations (HOAs), and older residential communities with a history of sewage spills. The mailer pieces can range from postcards to newsletters, flyers and other pieces developed for a specific audience.

Media Relations

Radio Talk Show – Radio talk shows are constantly in search of new and important issues for the community. A trained Storm Water Program

spokesperson could participate in regional talk shows, allowing a broad-reaching opportunity to share Program information, and allowing for feedback and discussion that will be important throughout the duration of the outreach and education activities.

Media Kits – Members of the media rely on the ability to obtain pertinent, factual and information on areas they are covering. A media kit – with a consistent design, and with pockets to hold information – will be useful throughout outreach efforts to offer press releases, biographical information on Program leaders, graphics and maps related to storm water pollution issues, and more. And the kit can serve other uses such as for packaging information for visiting dignitaries, legislator briefings, and more.

News Releases – If used sparingly and appropriately, news releases are of great value to reports and can offer factual information along with useful quotes from Program leaders. If a solid relationship exists between the media and an organization, releases may be used verbatim by print and electronic media – providing an affordable and effective means of sharing Program information.

News Conferences – News conferences should be reserved for the most newsworthy occasions. And it should be understood that even with the best planning, it is impossible to plan for other, competing news events that may win out of a Storm Water Program news conference. With that said, however, there may be events – such as a national recognition of the program, an emergency event having storm water pollution impacts – that are worthy of a news conference and can result in significant media coverage.

Program Launching Media Conference – Newsworthy media events can provide an excellent means to launch special activities or programs and bring them to the forefront not only for the community but also in the minds of media representatives. As part of its Storm Water Pollution Prevention Program, the City of San Diego held a program-launching media event to debut its three program commercials – three 30-second commercials for television and three 60-second commercials for radio. Each of the commercials is also produced in Spanish.

Particularly noteworthy is the partnership between the City of San Diego and more than 28 radio, television and cable companies that are participating in the program to provide in-kind airtime for the commercials between November 14th, 2001 and June 30th, 2002 with limited purchase of airtime by the city.

Promotions Via Broadcast Personalities– Californian's spend a significant amount of time in their vehicles – allowing excellent opportunities to bring key messages to listeners via broadcast personalities. As part of its program to launch six radio and television commercials in November 2001, the City of San Diego has written a booklet with entertaining support information for use by on-air talent at participating radio and television stations.

Public Service Announcements – PSA’s are not used as frequently as they once were, however, if handled professionally they can provide a low-cost means of reaching thousands of residents with important and useful Program information. Since broadcast advertising will be part of the mix of outreach efforts undertaken by the Storm Water Program there may be opportunities to work in PSA airing as well.

Advertorials – Advertorials are advertisements that take on the look and feel of an editorial. Though advertorials would likely not be among the first communications tools chosen by the Program, they may be worthy of consideration once the success of other efforts are gauged.

Opinion Editorials – Storm water pollution prevention is an important topic to area residents, based on survey results, and residents are interested in learning more. This makes it an important issue for newspaper coverage as well. Based on these two facts alone, the Program is well situated to develop a guest editorial – typically situated on the page opposite the editorial page – which frames the issue, offer solutions and promotes behavioral changes. The Op Ed also provides the opportunity to position City leaders as champions of pollution prevention efforts.

Letters to The Editor – The popularity of the editorial page has only increased in recent years. Readers look to the page for varied perspectives on important issues. Storm Water Program staff should closely monitor these pages for issues that relate to the program, and for opportunities to provide comment, founded on key messages, in order to reach a large audience and, potentially, clarify inaccuracies or misperceptions.

Article Submittals – Many local, weekly newspapers will accept, and in fact, welcome article submittals on important issues. Through active relationship building with the media, the Storm Water Program can identify and make use of these excellent opportunities to reach broad audiences, and also specifically-targeted audiences through special-interest publications.

Cable Television – Residents have access to a variety of specialized stations with the cable revolution. As target audiences are identified, cable stations should be carefully evaluated for potentially outreach opportunities.

Human Interest Stories – Human interest stories help bring personality and emotion to key messages. Since the Storm Water Program is focused on behavioral changes regarding pollution prevention, a human interest story would offer an excellent opportunity to highlight the program, offer information, and show a real-life example of a resident, for example, taking on the cause.

B-Roll – As the Storm Water Program attempts to gain increased media attention to issues, availability of B-roll footage (or video footage absent sound in format usable by television stations) demonstrating key points – such as proper

use of recreation vehicle waste stations, impacts of litter to beaches, etc. – can help television media to cover Program issues on short notice.

Partnerships

Success in reaching diverse residents and businesses from throughout the City of San Diego can be significantly accelerated by implementing cooperative support efforts among two or more organizations and groups. Such cooperative ventures accomplish a number of important things. They expand the pool of individuals providing information and obtaining feedback. They publicly show that the issue is of significant importance to those beyond the Storm Water Program. They provide third-party credibility to the issue by involving others. And they assist in reaching specialized target audiences. Partnerships can take on many forms as well – from joint sponsorship of special events, BMP material development and dissemination, joint news releases, joint letters to legislators, and more.

Among groups that the Program will work collaboratively with are:

- Higher Education Institutions (UCSD, SDSU, USD, etc.)
- Environmental Community (San Diego BayKeeper, the Surfrider Foundation, the Environmental Health Coalition, Audubon Society, I Love A Clean San Diego Inc, etc)
- Local School Districts
- Scouting Groups
- Construction Industry
- Business and Industry Groups
- Tourism
- Civic Associations
- Legislators

Government Relations

It is always important to have local legislators on board – or at least aware of – major communications campaigns. The same legislators can be very useful in disseminating key messages as well. Options to keep legislators up to date include:

- Testimony at appropriate legislative hearings
- Legislative Briefings for staff
- New Legislator Packets (with “Congratulations” letters)
- Mailings to legislators -- sending collateral materials, newsletters, article publications, etc.

Collateral Materials

Collateral materials are the mainstay of any education and outreach program and will be developed by the City of San Diego, and in bilingual format as appropriate. It is desirable to both develop and disseminate these materials with the cooperation and support of local business and industry associations, as they can most effectively reach their members. Collateral materials can include a myriad of complementary support materials for both internal and external use such as:

Fact Sheets – One-to-two page information sheets that provide bulleted, factual information about the overall Storm Water Program or a specific element of the program, and Best Management Practices for specific activities.

Frequently-Asked Question Sheets – Brief handouts that address questions most often encountered about the program, or specific elements, along with thorough responses.

Brochures – Taking on many shapes and forms, brochures can provide both general program information, activity-specific information (i.e. Your Pet and Storm Water Pollution), along with “How To’s.” Examples of recommended brochures include a “How To For New Homeowners” – that could be distributed by real estate agents or public works personnel. “Keep Our Beaches Clean” could be provided at all tourism areas reminding visitors of actions they can take to prevent storm water pollution.

Currently, the City has developed and is distributing the following area specific brochures:

- “Mission Bay Starts at your door” which explains the concept of non-point source pollution within the context of the Mission Bay watershed
- “Famosa Slough Starts at your Door” which explains the concept of non-point source pollution within the context of the Famosa Slough watershed

More emphasis in this type of outreach is anticipated as part of the in cooperation with other Copermittees when Watershed Urban Runoff Management Programs are developed for the San Diego River, San Diego Bay, San Dieguito, Penasquitos, and Tijuana River.

Pocket Brochures – Like general brochures, pocket brochures are typically developed for City personnel. As the name states, the brochures are designed to easily fit in a shirt-front pocket. A “Quick Facts About Storm Water Pollution” could be provided to City personnel around the time of a Storm Water Program special event – to be handed out to homeowners, businesses, etc.

Newsletters – The Storm Water Program can share information via newsletters in two ways, (1) by developing articles and submitting them to civic, business, cultural organizations that have established newsletters, and (2) developing an external newsletter entirely devoted to storm water pollution prevention issues.

Information Kits – Specifically-designed for the program, these pocketed folders can be useful for speaking engagements, participation in community events, and other activities to attractively hold multiple materials such as fact sheets, FAQ's, brochures, and more.

Bill Inserts – The billing format currently used by the City of San Diego does allow for bill inserts – an inexpensive and successful means of providing information to city residents. However, given the number of services and activities organized by the City of San Diego, “bill insert” space is limited. It is noteworthy, however, that there is already a storm water pollution prevention message imprinted on bills.

Internet/WEB page – Clearly an information access tool of choice to a growing population, a Storm Water Program website can both provide detailed – and quickly changeable – information, and can obtain feedback and field questions, if interactive capability exists. It is important that information is always fresh and new in order to maintain visitation. Those within and outside the City of San Diego already have access to important Storm Water Program information through www.Thinkbluesd.org. See External Outreach section above for more detailed information on the features and use of this tool.

Videos/Slide Presentations – Providing visual images to support the key messages established under the Program, these presentations can be used in a number of venues including speakers bureau presentations, presentations to City officials, community events, etc.

Maps and Graphics – Visual images can often speak volumes – particularly when attempting to communicate technical information. Some information associated with Program outreach will be technical. Schematics, graphic images, photographs and map will support outreach efforts and can easily be included in print materials, presentations, and videos.

Promotional Items – Promotional items sponsored by the Storm Water Program can provide inexpensive, eye-catching reminders of the Program and key messages. Refrigerator magnets with “Reminder” tips, “Prevent Pollution” pencils for students, Program balloons at community events will capture attention and open the door for additional information sharing. The Storm Water Program has already developed a host of promotional items including “Think Blue” surfboard key chains, pencils, frisbees – for fun on the beach and to remind pet owners to clean up, and “Sweep It Up” dust pans. Additional promotional items will be developed as appropriate and as the budget permits.

Student-Age Education

Student-age directed outreach and education will be a long-term commitment for the City of San Diego. By educating today's youth we not only provide a sound foundation of prevention habits for future adults, but we also reach family members through

education efforts. The Storm Water Program is currently working in a variety of student-age education areas:

- Six to Six Program – Storm water pollution information and activities be developed for this City-sponsored before and after school program.
- Worksheets – fun and informational worksheets can be distributed through a variety of youth oriented programs.
- Watershed Model – This already-developed model is easily transportable for classroom presentations and the like. Using a combination of soy sauce (for oil), oregano (for yard clippings), chocolate frosting (for pet droppings), spray bottles (to simulate rain) and more, this model provides visual messages about the impact of pollutants to beaches and the ocean.
- Local School Districts- The City recognizes the benefits of partnering with local school districts to incorporate water quality and watershed concepts and lessons to existing science and ecology curriculum.

Additional opportunities available to the Program include:

Program Brochure – Brochures specifically designed for school-age students can be distributed in youth oriented venues, offering information to both students and parents.

Performance Groups – A variety of professional theater groups are available to perform entertaining and informative plays dealing with numerous issues – including storm water pollution prevention.

Curriculum – Given the importance of the storm water pollution issue on the west coast of the United States, school systems and private schools, etc. may be interested in working with the Program to develop age-specific curriculum that allows for coverage of the many facets of prevention.

Traveling Library/Kiosks – Availability of field trips is dwindling for many schools, thereby increasing the popularity of traveling exhibits/museums/kiosks that can easily travel from school to school, or to other youth programs and activities and reach thousands of students over the course of a year.

Youth Advisory Panel – Encouraging behavior changes will not happen overnight. Just as school education should be an important part of an outreach program, an advisory panel – made up of students – can bring important feedback about messages that will resonate with students and prompt action. Panels can be for a limited period, or for the duration of outreach efforts – annually bringing in new students.

Partnering With Youth Programs – Scouts, youth clubs, youth sports groups and more continue to thrive as families look for activities for children. The Storm Water Program will continually assess opportunities to work with these groups.

Sponsorship – Sponsorship of school and youth program activities can serve to strengthen relationships while also promoting the Storm Water Program. Support can range from providing prizes – such as Program promotional items, or allowing a student to appear in a Program video – to special recognitions, like a visit from the mayor.

PTA Programs – Parent organizations are very active in the San Diego region. As inroads are made to bring storm water pollution prevention information to students, corresponding efforts may be welcomed by PTA-type organizations – either kiosks set up at meetings, special presentations, informational brochures made available, etc.

Public Participation

Public participation is separately covered under Component, 1.1 of this Plan. It is important to note here, however, that public participation – or activities to allow for public input and involvement in efforts and decisions related to storm water pollution prevention – will be an integral part of the City’s outreach and education efforts. It is critical for the Public Education and Outreach messages and strategies developed by the City to have both direct and indirect feedback from our internal and external target audiences. This feedback allows the Storm Water Program to adjust messages, and the timeline in introducing them to the various audiences, depending upon how the foundation messages are understood and incorporated by the public.

Public participation opportunities covered more fully in Component 1.1 include:

- Mayor’s Clean Water Task Force
- Speakers Bureau
- Community Group Outreach
- Meetings, Hearings and Workshops
- Tours and Open Houses
- Surveys and Focus Groups
- WEB page correspondence

1.2.6 Implementation/Phasing Plan

Implementation of storm water pollution prevention education and outreach activities will occur through out the city and will be the responsibilities of many departments. Please refer to sections identified by activity, for the specific education plans of other City departments. The General Services Department will be primarily responsible for the following activities:

Year 1 (July 1, 2001 – June 30, 2002):

Year one of this Plan is focused on developing the elements of a strategic five year outreach program; gathering baseline information regarding public perceptions and activities related to storm water pollution; development and airing of broad storm water messages on radio and television; updating of Thinkbluesd.org web page; development of a speaker's bureau; general education and training of municipal employees, and coordination of city-wide educational activities to echo the broad based, core messages developed by the General Services department.

Year 2 (July 1, 2002 – June 30, 2003): The second year of implementation will include development and airing of advertisement on broadcast media; annual survey of residential storm water behaviors and knowledge; expansion of Speakers Bureau; establish partnerships with business and industry associations in the commercial/industrial high risk classification; placement of display/print advertisements for residential commercial/industrial audiences; work with business and industry to develop and foster dissemination of materials; and assist in development of activity specific city employee training and coordination of city-wide educational activities to echo the broad core messages developed by the General Services department.

Year 3 - 5 (July 1, 2003 – June 30, 2006): Year Three and beyond: Activities begun in years one and two will continue and will be modified as necessary. As the program moves to watershed-based education in Feb. 2003, messages and education activities will continue to be directed to the City's broad audiences. We will also begin to incorporate more local and community relevant information to specific watersheds including: San Dieguito River and Estuary, Los Peñasquitos Creek, Los Peñasquitos Lagoon, Mission Bay, San Diego Bay, San Diego River, Tijuana River and Estuary, and the Pacific Ocean. The goal of watershed based education is two-fold: to have the target audience learn that they live in a community environmentally defined by a watershed and they are the caretakers who must learn new behaviors. The City intends to work cooperatively with the copermitees sharing responsibility for each watershed to ensure activities and messages are cohesive and resources efficiently utilized. What specific tools, messages and sequencing or layering of messages will vary from watershed to watershed and will be influenced by a number of physical, economic and stakeholder driven factors.

Actual implementation of the activities listed above is dependent upon identification of funding in future yearly budgets and City Council approval.

1.2.7 Annual Assessment

Assessment/Evaluation Gauging the progress and effectiveness of all education and outreach efforts will be crucial to determining where success is occurring and where modifications are needed. With that said, however, it is also important to note that assessment and evaluation will largely rely on indirect measurements. For information regarding city-wide education performance data, please review the Program Assessment, Component 1.7. The General Services education performance data will include:

- Annual survey to gauge behavioral and attitudinal shifts from the baseline information attained through the City of San Diego's July 2001 telephone survey of residents
- Self-assessment and periodic inspections by each of the City departments involved with the program (see Program Assessment, Component 1.7).

Annual Assessment Form

The following form is representative of the quantitative and qualitative measures that will be tracked by the Storm Water Program regarding the Education component in order to prepare the Jurisdictional Urban Runoff Management Program annual assessment.

These assessment factors and questions are presented for information only; some questions may be modified prior to each annual assessment period, and not all of the factors or questions below may apply to each component's responsible department(s).

Prior to each fiscal year, a tailored Annual Assessment Form will be distributed to responsible departments, and will include an Excel spreadsheet containing direct and indirect quantitative and qualitative measures similar to the example below. The Storm Water Program will provide a blank copy of the Annual Assessment Form and additional guidance to department management prior to the beginning of each fiscal year.

Submission of this report will require department director approval.

Program Assessment Form - Education Component

QUANTITATIVE ASSESSMENT:

Activity	Quantity	Units	Explanation (if needed)
Number of storm water education/instructional materials/brochures distributed		#	Equals number of brochures printed (assuming # printed = # distributed).
Number of public employee training events regarding storm water principles		#	While # of employees trained might prove more informative, Permit Section I.1.b.(4) asks for "education efforts conducted."

Number of storm water-related instructional workshops / outreach events conducted		#	Equals number of events directed at the public-at-large, not public employees.
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QUALITATIVE ASSESSMENT:

1. Describe the major accomplishments of the Education Component over the past year.

2. Summarize the storm water educational materials developed over the past year.

3. Summarize new activities or improvements to be implemented next year as a result of your self-assessment.

4. Other comments.

FINANCIAL ASSESSMENT:

Estimated annual storm water expenditures:

Personnel Expenditures: _____

Non-personnel Expenditures: _____